

# CONTRACT



WOWT NBC OMAHA

**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

And:

**Smart Media Group**  
**PO Box 26067**  
**Alexandria, VA 22313**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>2422375 /      |   | <u>Alt Order #</u>                                     |
| <u>Advertiser</u><br>Herbster for Governor   |   | <u>Original Date / Revision</u><br>02/15/22 / 02/15/22 |
| <u>Contract Dates</u><br>02/16/22 - 02/21/22 | <u>Estimate #</u><br>215221                   |  |
| <u>Product</u><br>215221                     |   |  |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast          | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WOWT                      | <u>Account Executive</u><br>Mary Beth Keating | <u>Sales Office</u><br>Omaha National                  |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Households             |   |  |
|  | <u>Order Type</u><br>NORMAL                   |  |
| <u>Agcy Code</u><br>9912891                  | <u>Advertiser Code</u>                        | <u>Product 1/2</u>                                     |
| <u>Agency Ref</u><br>114228                  | <u>Advertiser Ref</u><br>596463               |  |

| *Line | Ch    | Start Date        | End Date        | Description           | Start/End Time    | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|-------|-------------------|-----------------|-----------------------|-------------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WOWT  | 02/16/22          | 02/21/22        | Midday News           | 11a-12p           |      | :30    |                   |             | NM   | 11    | \$1,100.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/14/22          | 02/20/22        | --WTF--               |                   |      |        | 8                 | \$100.00    |      |       |            |
|       | Week: | 02/21/22          | 02/27/22        | M-----                |                   |      |        | 3                 | \$100.00    |      |       |            |
| N 2   | WOWT  | 02/16/22          | 02/21/22        | Today w/ Hoda & Jenna | Today w/ Hoda & J |      | :30    |                   |             | NM   | 8     | \$480.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/14/22          | 02/20/22        | --WTF--               |                   |      |        | 6                 | \$60.00     |      |       |            |
|       | Week: | 02/21/22          | 02/27/22        | M-----                |                   |      |        | 2                 | \$60.00     |      |       |            |
| N 3   | WOWT  | 02/21/22          | 02/21/22        | Days of Our Lives     | 12p-1p            |      | :30    |                   |             | NM   | 2     | \$190.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/21/22          | 02/27/22        | M-----                |                   |      |        | 2                 | \$95.00     |      |       |            |
| N 4   | WOWT  | 02/16/22          | 02/19/22        | News @ 630p Sa        | 630p-7p           |      | :30    |                   |             | NM   | 2     | \$400.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/14/22          | 02/20/22        | -----S-               |                   |      |        | 2                 | \$200.00    |      |       |            |
| N 5   | WOWT  | 02/16/22          | 02/21/22        | Weekday Jeopardy      | 6p-630p           |      | :30    |                   |             | NM   | 8     | \$2,600.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/14/22          | 02/20/22        | --WTF--               |                   |      |        | 6                 | \$325.00    |      |       |            |
|       | Week: | 02/21/22          | 02/27/22        | M-----                |                   |      |        | 2                 | \$325.00    |      |       |            |
| N 6   | WOWT  | 02/16/22          | 02/21/22        | M-F News @ 4p         | 358p-5p           |      | :30    |                   |             | NM   | 12    | \$2,100.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/14/22          | 02/20/22        | --WTF--               |                   |      |        | 9                 | \$175.00    |      |       |            |
|       | Week: | 02/21/22          | 02/27/22        | M-----                |                   |      |        | 3                 | \$175.00    |      |       |            |
| N 7   | WOWT  | 02/20/22          | 02/20/22        | News @ 5p Su          | 459p-530p         |      | :30    |                   |             | NM   | 2     | \$500.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/14/22          | 02/20/22        | -----S                |                   |      |        | 2                 | \$250.00    |      |       |            |
| N 8   | WOWT  | 02/21/22          | 02/21/22        | The Tonight Show      | 1035p-1136p       |      | :30    |                   |             | NM   | 2     | \$300.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/21/22          | 02/27/22        | M-----                |                   |      |        | 2                 | \$150.00    |      |       |            |
| N 9   | WOWT  | 02/16/22          | 02/21/22        | News @ 5p M-F         | 457p-530p         |      | :30    |                   |             | NM   | 8     | \$2,800.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 02/14/22          | 02/20/22        | --WTF--               |                   |      |        | 6                 | \$350.00    |      |       |            |
|       | Week: | 02/21/22          | 02/27/22        | M-----                |                   |      |        | 2                 | \$350.00    |      |       |            |
| N 10  | WOWT  | 02/16/22          | 02/19/22        | Weekend News Sa       | 7-8a              |      | :30    |                   |             | NM   | 2     | \$200.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Advertiser</u><br>Herbster for Governor   |                          | <u>Original Date / Revision</u><br>02/15/22 / 02/15/22 |
| <u>Contract Dates</u><br>02/16/22 - 02/21/22 | <u>Product</u><br>215221 | <u>Estimate #</u><br>215221                            |

| *Line  | Ch   | Start Date        | End Date        | Description         | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount      |
|--------|------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/14/22          | 02/20/22        | -----S-             |                |      |        | 2                 | \$100.00    |      |       |             |
| N 11   | WOWT | 02/20/22          | 02/20/22        | Weekend News Su     | 658a-8a        |      | :30    |                   |             | NM   | 2     | \$200.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/14/22          | 02/20/22        | -----S              |                |      |        | 2                 | \$100.00    |      |       |             |
| N 12   | WOWT | 02/16/22          | 02/21/22        | News @ 630p M-F     | 630p-7p        |      | :30    |                   |             | NM   | 8     | \$2,800.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/14/22          | 02/20/22        | --WTF--             |                |      |        | 6                 | \$350.00    |      |       |             |
| Week:  |      | 02/21/22          | 02/27/22        | M-----              |                |      |        | 2                 | \$350.00    |      |       |             |
| N 13   | WOWT | 02/21/22          | 02/21/22        | News @ 10p M-F      | 10p-1035p      |      | :30    |                   |             | NM   | 1     | \$375.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/21/22          | 02/27/22        | M-----              |                |      |        | 1                 | \$375.00    |      |       |             |
| N 14   | WOWT | 02/16/22          | 02/20/22        | Olympics Prime Time | Various        |      | :30    |                   |             | NM   | 6     | \$7,800.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/14/22          | 02/20/22        | --WTFS-             |                |      |        | 6                 | \$1,300.00  |      |       |             |
| N 15   | WOWT | 02/19/22          | 02/19/22        | News @ 5p Sa        | 459p-530p      |      | :30    |                   |             | NM   | 1     | \$300.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/14/22          | 02/20/22        | -----S-             |                |      |        | 1                 | \$300.00    |      |       |             |
| N 16   | WOWT | 02/19/22          | 02/19/22        | NBC Nightly News Sa | 530p-6p        |      | :30    |                   |             | NM   | 1     | \$500.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/14/22          | 02/20/22        | -----S-             |                |      |        | 1                 | \$500.00    |      |       |             |
| N 17   | WOWT | 02/18/22          | 02/19/22        | NBC Nightly News    | 530p-6p        |      | :30    |                   |             | NM   | 1     | \$700.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/14/22          | 02/20/22        | ----F--             |                |      |        | 1                 | \$700.00    |      |       |             |
| N 18   | WOWT | 02/21/22          | 02/21/22        | Monday Prime Hr 3   | 9p-10p         |      | :30    |                   |             | NM   | 1     | \$450.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 02/21/22          | 02/27/22        | M-----              |                |      |        | 1                 | \$450.00    |      |       |             |
| Totals |      |                   |                 |                     |                |      |        |                   |             |      | 78    | \$23,795.00 |

| Time Period         | # of Spots | Gross Amount       | Agency Comm.        | Net Amount         |
|---------------------|------------|--------------------|---------------------|--------------------|
| 01/31/22 - 02/21/22 | 78         | \$23,795.00        | (\$3,569.25)        | \$20,225.75        |
| <b>Totals</b>       | <b>78</b>  | <b>\$23,795.00</b> | <b>(\$3,569.25)</b> | <b>\$20,225.75</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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